



Annual Meeting

2024 - BRUSSELS

Event Report

ABOUT THE **WORLD TOURISM FORUM** *Institute*

In collaboration with our host nations, the World Tourism Forum Institute is reshaping economies through tourism development. We do this by working with countries that have untold tourism stories to share, as well as countries with already established tourism industries that are seeking to drive the narrative about their current and future success. Our aim is to reduce the negative impact of tourism, by increasing the more positive impact of sustainable development goals in tourism globally.

As the leading international tourism development and investment brand, the World Tourism Forum Institute, is a London, UK-based organisation, committed to promoting countries in the fields of tourism development, economic growth, FDI through tourism investments, and human resource development within the industry.

The World Tourism Forum Institute creates a legacy for the host country, by way of carefully selected and tailor-made initiatives aiming to promote the country's image internationally, create greater visibility and determine the industry's objectives through soft power. These experiences - from Global Tourism Forum conferences, WTFI's masterclasses, and international media promotions - are designed to strengthen the nation's brand abroad, as well as highlight the importance of the tourism sector in the economic landscape.





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Brussels, Belgium – The World Tourism Forum Institute proudly hosted the Global Tourism Forum (GTF) Annual Meeting 2024 on December 10, 2024, at the prestigious Hilton Brussels Grand Place. The event, themed "Peace, Resilience, and Humanity," brought together global leaders, industry experts, academics, government officials, and media representatives to address the pressing challenges and opportunities in the travel and tourism industry.



Dimitri Avramopoulos,
Former Commissioner and Minister of Tourism of Greece



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Co-Hosts:

**WORLD
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Institute





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Date: December 10th 2024

Venue: Hilton Grand Place, Brussels

Address: Carr de l'Europe 3, 1000 Bruxelles, Belgium

Capacity: 100 Leaders and Professionals

Topic: Peace, Resilience, and Humanity

Organiser: World Tourism Forum Institute

Statistics

Annual Meeting 2024
with numbers

230K
Online Views

27
Speakers &
Moderators

8
Hours of Content

100
International
Delegates

40+
Countries

Program



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9:30	Registration
10:00	Welcome Remarks Bulut Bağcı, President of WTFI Dimitri Avramopoulos, European Commissioner for Migration, Home Affairs and Citizenship (2014–2019)
10:10	Keynote: Sustainable Tourism Development Policy of Uzbekistan and Opportunities to International Collaboration Farhod Fayzillaeв, Advisor to Chairman on International Affairs, Uzbekistan Tourism Committee
10:25	SESSION 1: The Role of Policy in shaping the future of Sustainable Tourism Bulut Bağcı, President of WTFI José Ramón Bauzá, Member of European Parliament (2019-2024) Ana Perdigao, Senior Director Government and Corporate Affairs @ Expedia Group Lena SCHILLING, Member of European Parliament
11:05	Keynote: Investment and Infrastructure in Tourism: Building for the Future Focus Dr. Amir Ali Salemi, CEO of JTA Investment Holding
11:25	Keynote: Sectoral Analysis for 2024: Global Overview and Europe Thomas Emanuel, Senior Director – STR
11:40	Networking Lunch

12:40	SESSION 2: The Power of Destination Marketing in a Competitive World Luca Favetta , International Advisor of WTFI Kristina Nyström , Head of Partnerships, Visit Sweden Özgül Özkan Yavuz , Deputy Tourism Minister of Türkiye (2017 - 2023)
13:00	Keynote Speech Dr Maimunah Mohd Sharif , Mayor of Kuala Lumpur, Malaysia
13:10	Keynote: Investment in Payment System for the Future of Tourism Florence Mélique , Group Senior Vice-President & Regional Managing Director, Visa
13:25	Special Session: Successful Destinations Through Investment Bulut Bağcı , President of WTFI H.E. Ahmed Adeeb , Minister of Tourism (2012–2015) and Vice President (2015) of Maldives Dr Aslam Grukhal , Ceo of Mouza Al Maktoom LLC
13:45	SESSION 3: Revolutionizing the Tourism Landscape: Integrating AI and Digital Solutions for Sustainable Growth Yulia Stark , President of European Women Association Mario Enzesberger , Founder & CEO Liberty International Max Rangeley CEO Rebound TAG Luca Zambello CEO Jurny

14:15	SESSION 4: Tourism’s Role in Economic Resilience: From Global Crises to Local Revival Alexander von Reuterhorn , Executive Chairman of Finnish Foreign Trade Council Dimitri Avramopoulos , European Commissioner for Migration, Home Affairs and Citizenship (2014–2019) Abulfas Garayev , Minister of Ministry of Culture and Tourism, Azerbaijan (2006-2020) Lilla Harangozó , Head of Office Capital European Affairs
14:50	SESSION 5: Sustainable Infrastructure and Inclusive Practices Bulut Bağcı , President of WTFI Yulia Stark , President of European Women Association Giorgio Travaini , Executive Director, Europe’s Rail Joint Undertaking Sayed Yaqoob Emad , Leader of Good Faith Council Ambassador Michael B. Christides , Secretary General of the Black Sea Economic Cooperation Organization - BSEC (2015-2021)
15:30	Keynote: The Film Industry Serves as a Powerful Contemporary Tool for Global Destination Promotion Barış Kışlak , CEO & Producer, SKOPOS Creative



Farhod Fayzillaev, Advisor to Chairman on International Affairs,
Uzbekistan Tourism Committee



Bariş Kışlak, CEO & Producer, SKOPOS Creative



Florence Mélique, Group Senior Vice-President & Regional Managing Director, Visa



Mario Enzesberger, Founder & CEO Liberty International



Abulfas Garayev, Minister of Culture and Tourism,
Azerbaijan (2006-2020)



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15
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GARAYEV

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Ambassador Michael B. Christides,
Secretary General of the Black Sea Economic
Cooperation Organization – BSEC (2015-2021)



Giorgio Travaini,
Executive Director Europe's Rail Joint Undertaking

TRAVAINI



José Ramón Bauzá,
Member of European Parliament (2019-2024)

Bulut Bağcı,
President of World Tourism Forum Institute

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Thomas Emanuel, Senior Director – STR



Dr. Aslam Gurukkal, Ceo of Mouza Al Maktoom LLC



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